

PERSONALLY YOURS



INTERNATIONAL® PICKUPS

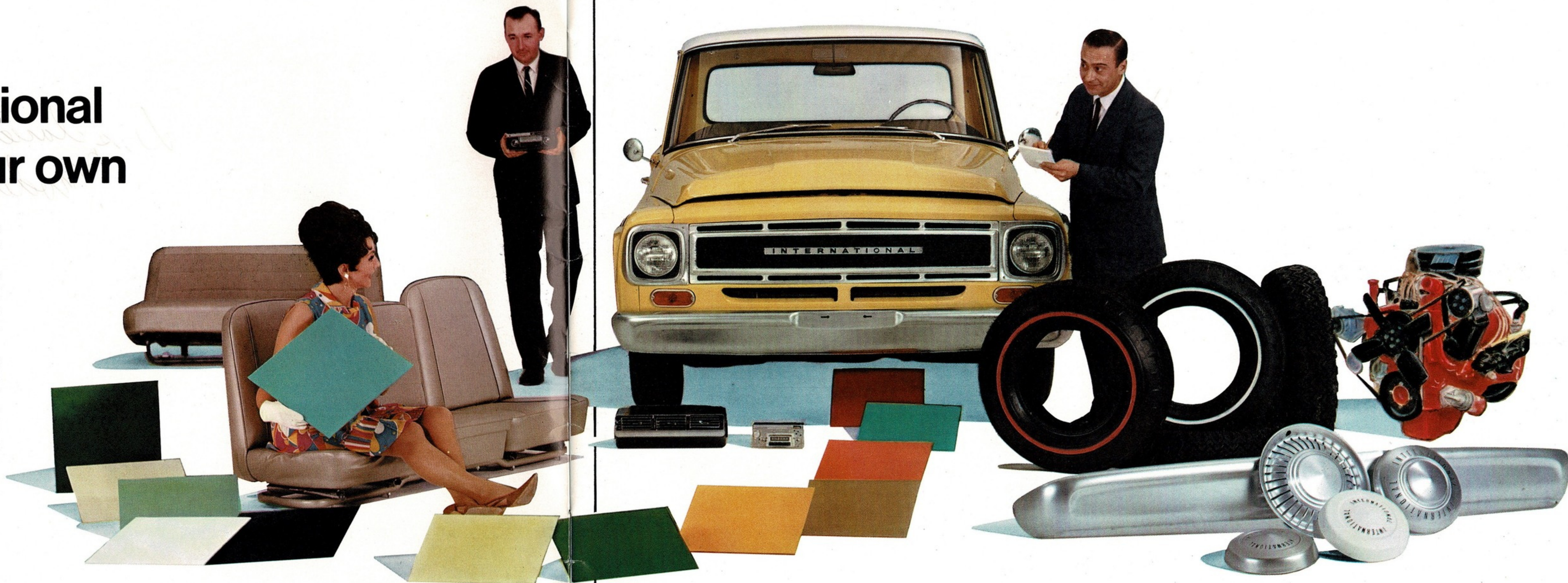
Buying an International is like building your own

Simply pick the body size and style you want. Add your choice of power team, interior appointments and accessories, exterior trim and colors. We'll do the rest.

International offers more pickup combinations than any other make. Which means you can buy a truly personalized pickup, the way you'd build it yourself, without a lot of wallet-gouging special-order extras. It's sort of like buying a custom-made suit at a ready-made price.

And even if you go the most economical route you're not losing out. All International pickups, including lowest priced models, give you all basic comfort, convenience and safety items as standard equipment. Things like a heater and defroster, thick foam-padded all-vinyl seats, color-coordinated interior, acoustical headliner, step-on parking brake, a padded dash with a full set of five direct-reading instruments, plus a complete safety package.

Pickups are an important part of our business. That's why we like to do the things that will earn yours.



Personally yours

*for the ride, performance,
appearance and luxuries you like*

You hardly know you're driving a pickup. You settle down in spacious foam-padded comfort, eye a gracefully-styled padded dash complete with ammeter and oil pressure gauges. Underfoot, you can have the luxurious feel of quality nylon carpeting. On the sides, the soft touch of padded doors. And International's choice of front and rear suspensions even lets you tailor the ride to your taste.

If you need to carry more than three people, there are Travelette four-door models that give you all the comfort and room of a big six-passenger sedan. And five sizes of cargo boxes, numerous power team combinations, plus all-wheel drive. All are available with a choice of interiors, bucket seats, power brakes and steering, stereo tape player, pushbutton radio and air conditioner, among many options.

Truly personalizing a pickup is a tradition at International.



Custom model with new, distinctive simulated-vinyl top.

Your personal safety

is built into every model

International pickups were first to incorporate seat belts and other safety items as factory-installed standard equipment. This year's models are safer than ever with additional innovations for your driving security. Standard equipment includes:

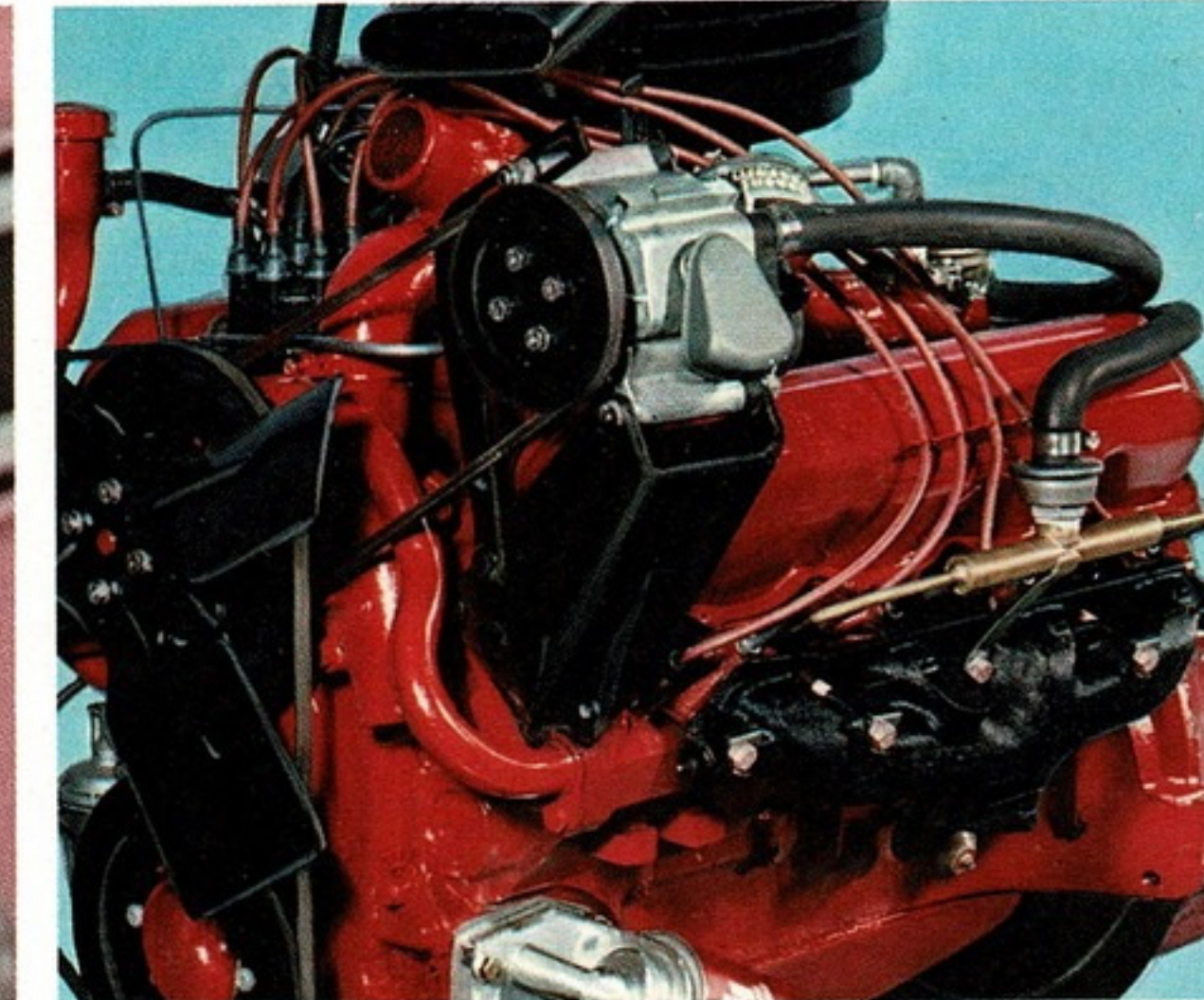
Seat belts (front and rear on six-passenger models) • Front seat shoulder harness anchors • Padded dash and sun visor • Two-speed electric wipers with non-glare arms • Windshield washers • Hazard warning flashing lights • Recessed steering wheel • Exhaust emission control system (Models 908C, 1000C, 1100C) • Steering column with collapsible lower end • Break-away inside mirror • Outside mirror • Non-glare horn ring and interior trim • Safety door latches • Backup lights • Side fender running lights • Dual-system hydraulic brakes with warning light • Exclusive outside-mounted fuel tank.



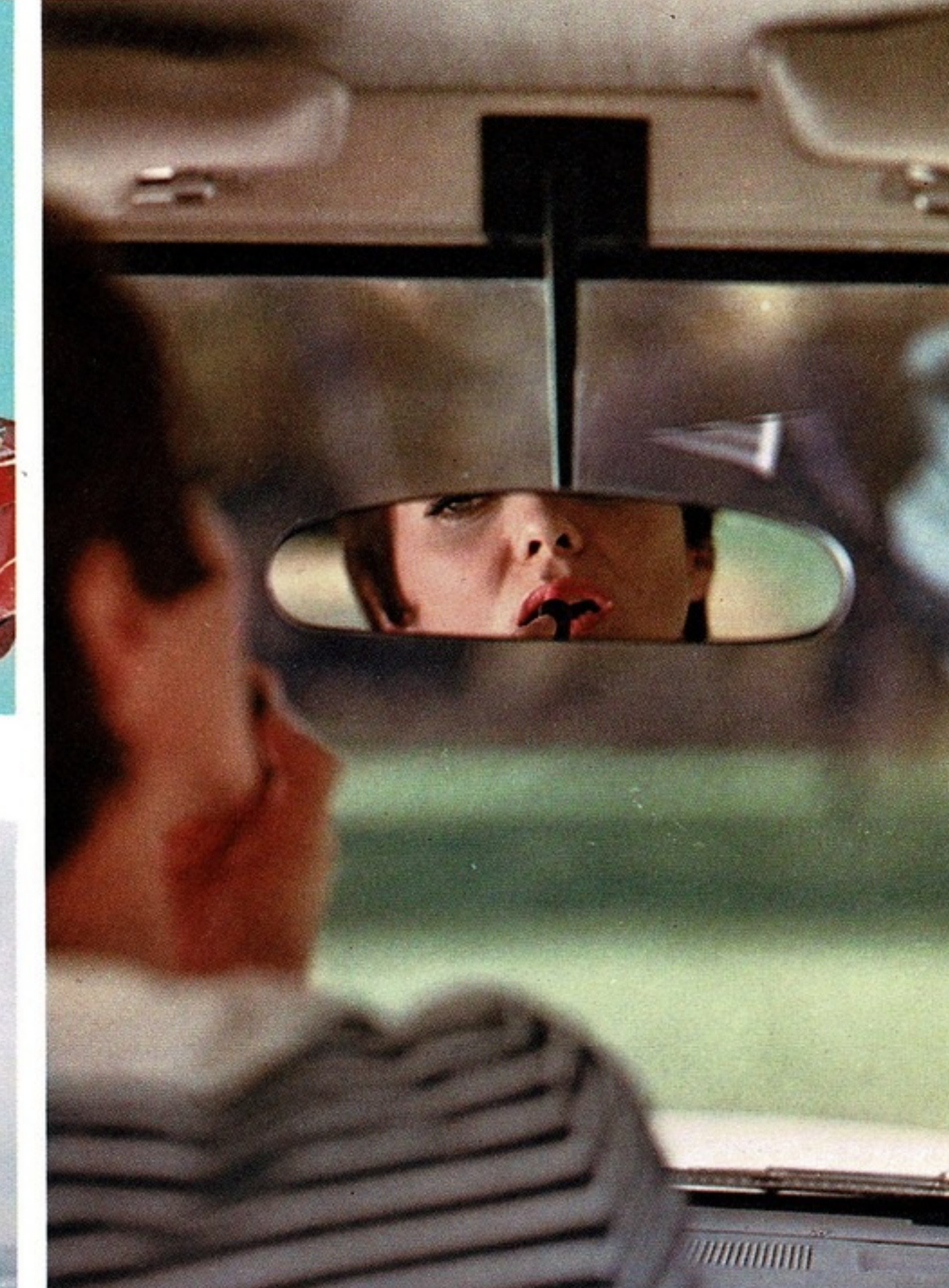
Custom cab, one of three interior selections, offers passenger car luxury without sacrificing practicality. Upholstered in handsome but truck-tough nylon and vinyl. Other refinements include padded doors and nylon carpeting.



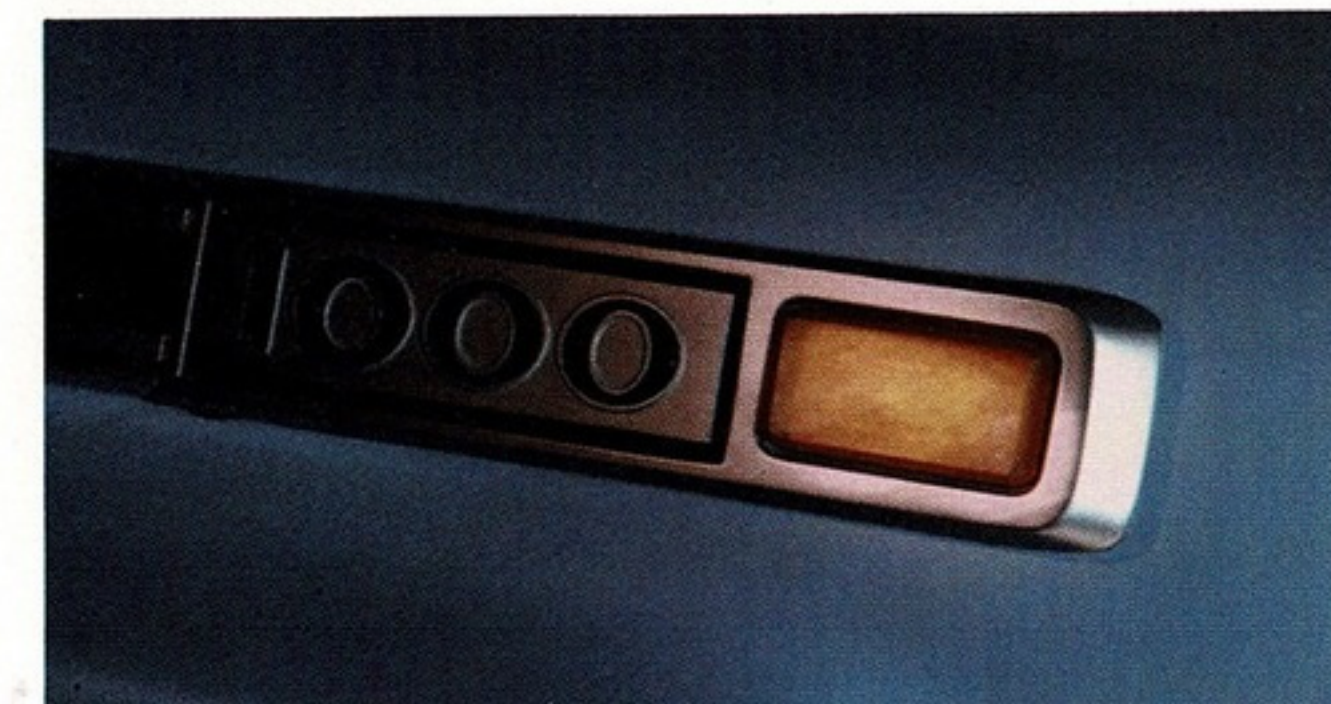
Safety door latches keep doors from opening accidentally.



Exhaust emission control system meets all State and Federal requirements.



Inside mirror mounting breaks free on impact to reduce danger of head injury.



Side running lights, plus backup lights for added nighttime safety.



Front and rear brakes act independently with dual hydraulic system.



No danger of spillage or fumes inside the cab with an outside-mounted fuel tank.



Windshield washers, non-glare wiper arms and interior trim to end blinding reflections.

International quality is more than meets the eye

Numerous design and construction refinements that make an International an International are far from obvious at first glance.

For example, clutch linkage is designed to provide gentle-touch operation. Steering and front springs are coordinated to give you a feeling of road-holding stability without stiffness. Extra muscle is constantly on the job — everywhere from the heavy steel channel frame and rugged load-tailored suspensions to extra-large brakes with heavy-duty linings.

An advanced finish adds the final touch. Zinc-coated steel is used extensively in critical corrosion areas. A zinc-rich primer is also applied in hidden rust-prone spots. Coach joints are permanently sealed with a thermo-setting plastic. An epoxy primer is baked on for added protection. The final coat of oven-baked super-enamel gives you a hard, smooth, high-luster finish that stays showroom fresh for years.

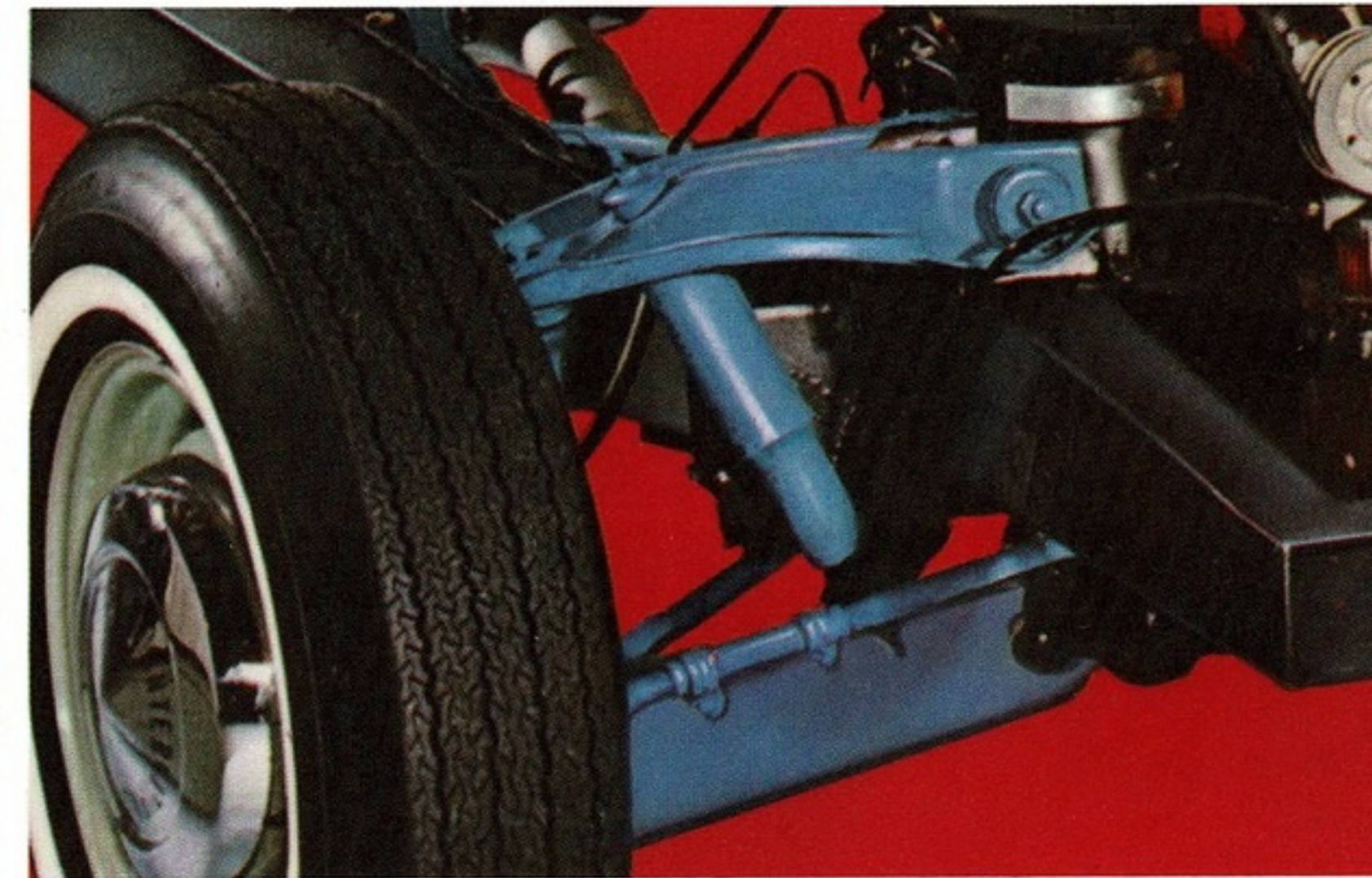
The hidden quality in your new International pickup will become more apparent at trade-in time!



New optional integral power steering is smoother and easier than ever before. In addition, it gives you improved road "feel," and reduces road shocks through the wheel.



Extra-large brakes with heavy-duty linings for safer stops and longer service.



Choice of extra-smooth-riding independent torsion bar front suspension (Model 1000C) or heavier I-beam axles.



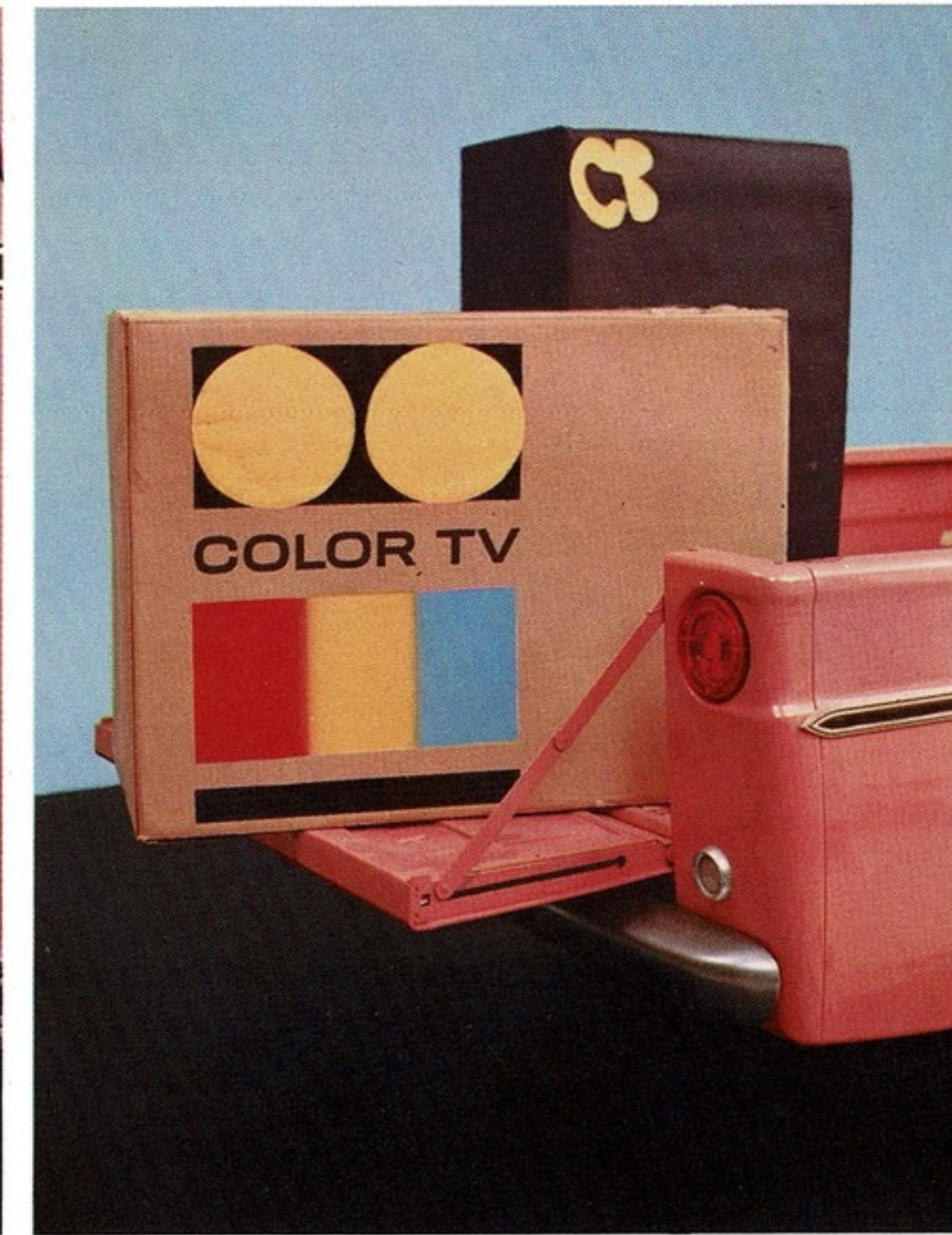
Gentle-touch braking and clutching. Close-spaced "foot-size" pedals require less foot movement for faster response.



The luxurious comfort of thick foam padding is standard equipment in every model.



New oven-baked super-enamel over specially prepared steel.



Heavy-duty ribbed steel pickup bed plus tailgate center hinge for extra support against heavy tailgate loads.

On the business end

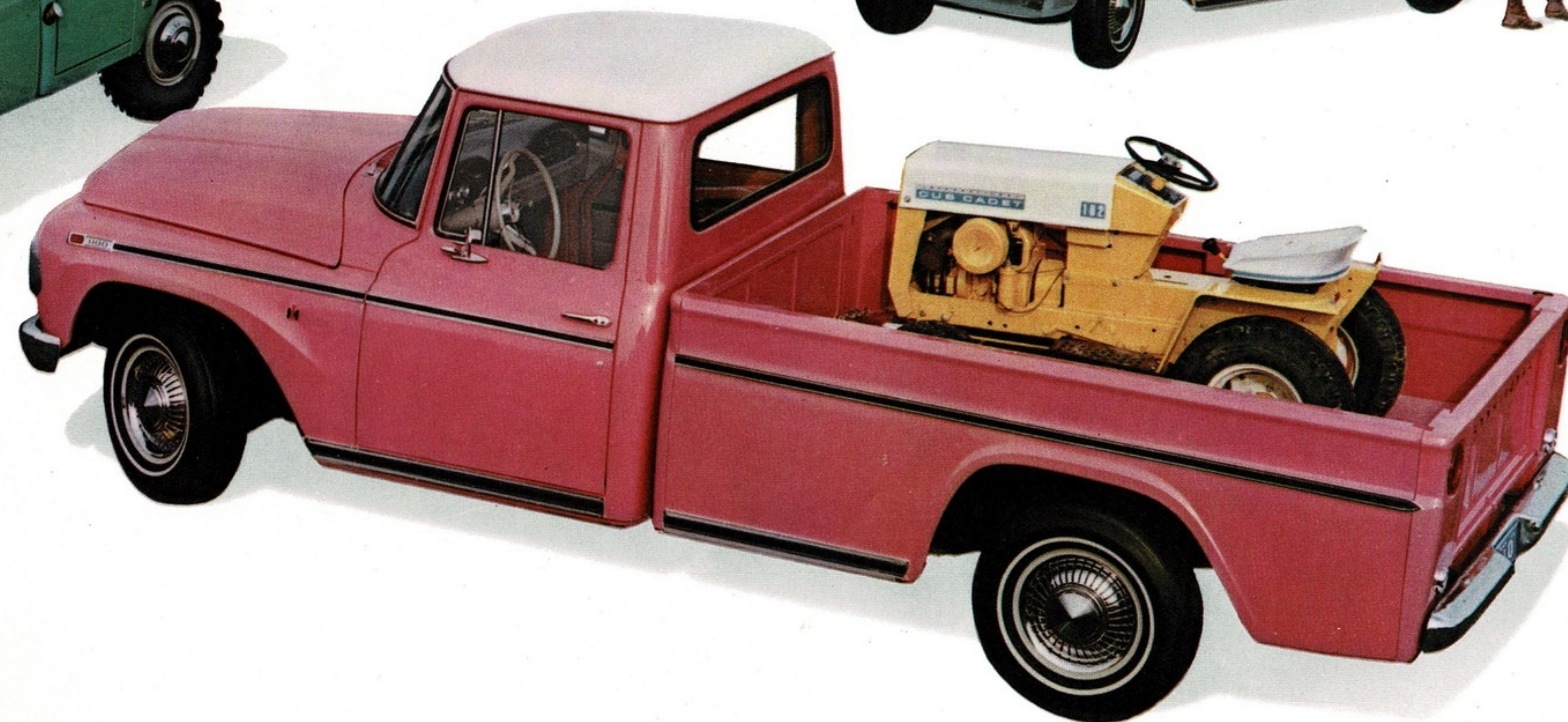
seven body size and style combinations

You can practically buy an International pickup by the foot. Cargo box sizes start at six feet and inch up to 8½ feet — on wheelbases from 115 to a whopping 166 inches.

In addition, you have a choice of body styles: either regular (fenders-on-the-outside) or sleek Bonus-Load body. Even our four-door, six-man Travelette cab models offer money-saving flexibility to match your personal needs. You can have a compact six-foot box or a big eight-footer in back.

On the other hand, if you need a stake or platform body instead, no problem. They're available in eight, nine and twelve-foot sizes. Other cargo-carrying options include extra-capacity rear axles, heavy-duty or progressive springs, oversize tires and rims.

As you can readily see, there's no need to settle for second best in size or style with an International personal pickup.



Bonus-Load body gives you sleek, modern styling and added capacity, plus the convenience of a one-hand center latch tailgate release.



Regular body style offers unobstructed interior for sliding or shoveling cargo. Spare tire can be mounted inside or out.

Powered to meet your exact personal needs

International offers you a wide selection of power team combinations to match your requirements most profitably and pleasurably. You can power up with any one of six engines and gear up from a wide selection of transmissions. These include *five-speed* units, direct or with overdrive, that are particularly valuable for extra pulling power and flexibility with pickup campers or when toting a trailer.

Unlike their passenger car counterparts, International-built engines are engineered for the heavy load and the long haul. Their truck-tough design includes a high-capacity cooling system, large-capacity, full-flow oil filter, and many other heavy-duty features—all standard. Your power plant can be further personalized with increased cooling, and other options.

Engine Selections

197 hp 345 cubic inch V-8 • 193 hp 304 cubic inch V-8 • 180 hp 304 cubic inch LPG V-8 • 155 hp 266 cubic inch V-8 • 153 hp 265 cubic inch Six • 141 hp 241 cubic inch Six.

Transmission Selections

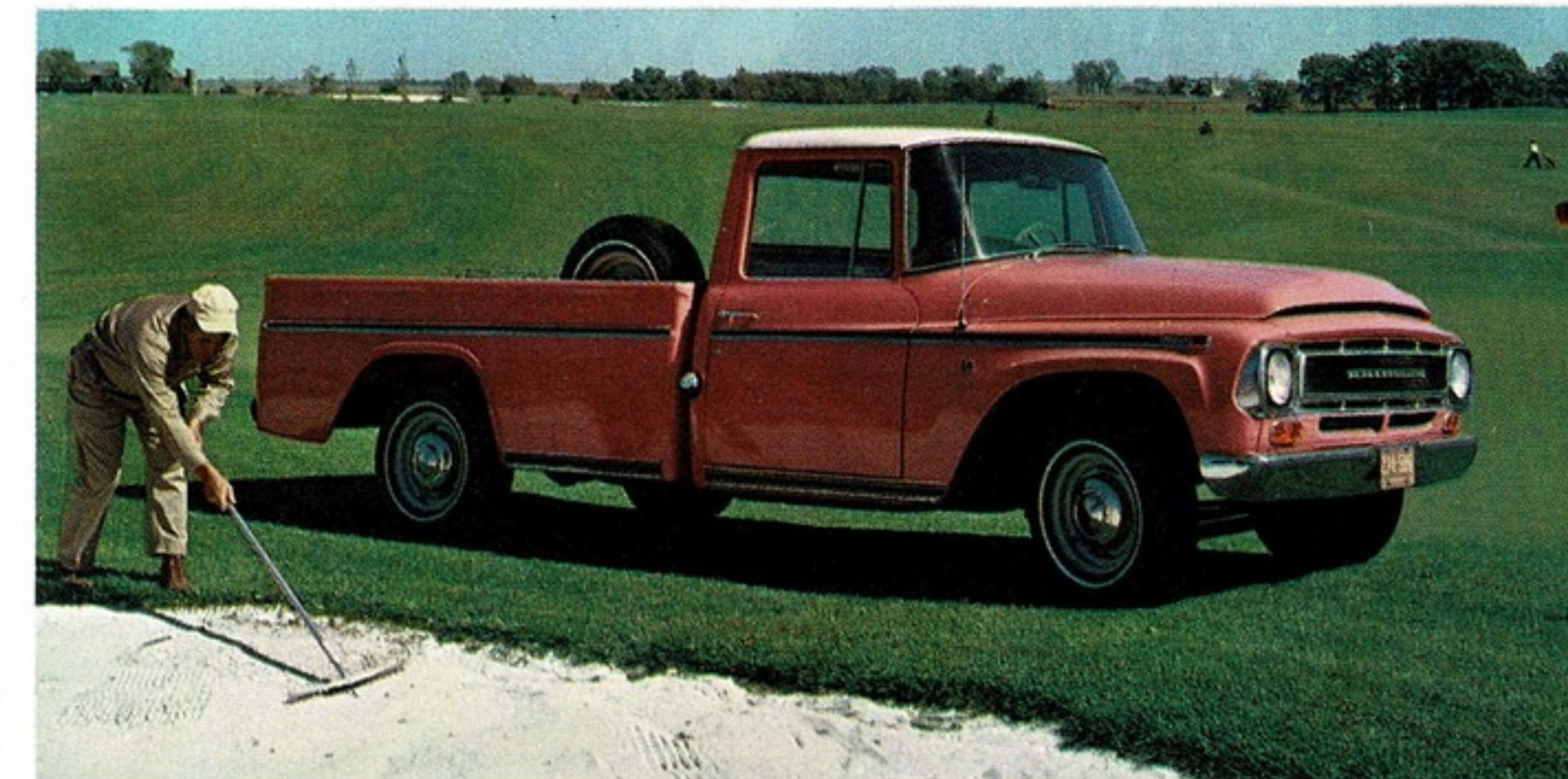
Three-speed synchromesh • Heavy-duty three-speed synchromesh • Three-speed automatic • Heavy-duty four-speed synchromesh • Five-speed synchromesh, direct • Five-speed synchromesh with overdrive.



No fumbling and fretting under the hood. All routine service points are within easy reach for quick checking and maintenance directly from the front. Even the distributor is mounted on top for easier servicing.



Model 908C offers V-8 performance at a real money-saving price.



Want a special color or combination? Just name it.



All-wheel drive is available in most every model.



More folks are discovering America's most useful "family car."

Personalize your pickup anyway you want

Interiors

Tailored to your taste with a choice of Standard, extra-trimmed Deluxe or top-of-the-line Custom equipped cab. All models also include the complete safety package described on page 6.

Exterior Trim Option

Chrome front bumper. Chrome hub caps. Aluminum body moulding strips.

Exterior Trim Package

Includes all above options *plus* bright-finish windshield moulding, and aluminum rocker panels under doors.

New Simulated-Vinyl Black Top

Rough-grain, pebble-finish paint that looks like vinyl but wears better — at lower cost.

Popular Convenience Options

Power steering • Power brakes • Air conditioner • Eight-track stereo tape player • Solid-state pushbutton radio • Super-capacity heater and defroster • Tinted glass • Sliding rear window for camper models • Chrome rear bumper.

Popular Performance Equipment

Increased cooling • Oversize alternator • Increased-capacity battery • Powr-Lok limited-slip differential • 14 gal. auxiliary fuel tank • Automatic choke • Choice of ten rear axle ratios from 3.31 to 6.17 to 1 • Extra-capacity rear axles and springs • Over-size clutch • Larger tires and rims.

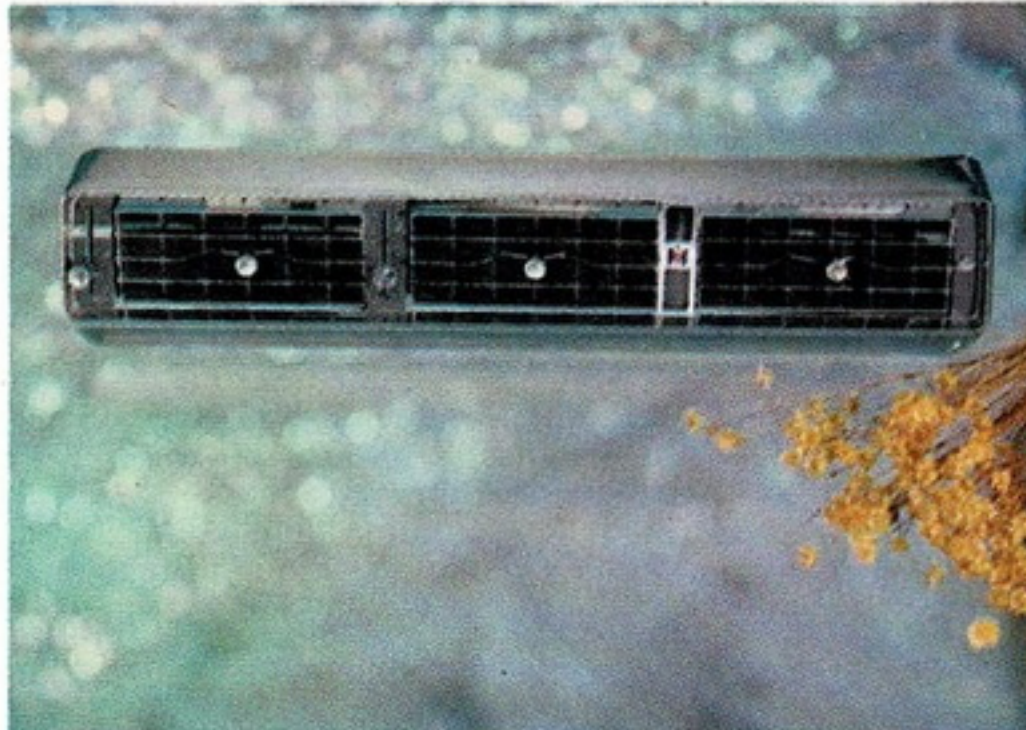


BRIGHT FADE-FREE EXTERIOR COLORS

Alpine White • Red • Bahama Blue Metallic • Tam O'Shanter Green Metallic • Schoolbus Yellow • Tahitian Yellow • Aspen Green • Apache Gold • Black • Turquoise Metallic • Malibu Beige • Orange • Dark Green. Special colors and two-tone combinations available at slight extra cost.



Enjoy the living sound of stereo tape.



Factory installed air conditioning.



Bucket seats with center storage console available with any interior.



New simulated-vinyl black top adds an extra dash of distinction.



Standard Interior offers all basic convenience features. Fresh air heater and defroster. Foam-padded seat with beige all-vinyl upholstery. Fully-instrumented padded dash. Dome light. Ash tray. Step-on parking brake. Insulated rubber floor mat. Acoustical cab headliner. Complete safety equipment package.



Deluxe Interior includes all Standard interior equipment plus black leather-texture dash insets. Chrome horn ring. Dual padded sun visors. Cigar lighter. Door-operated dome light. Driver's arm rest. Vinyl floor mat. Aluminum step door plates. Coat hook. Underhood insulation.



Custom Interior contains top-of-the-line appointments that give you the added pleasure of olive and ivy vinyl-trimmed nylon upholstery with matching padded door panels. Retracting seat belts. Chrome dash trim. Nylon carpeting. Dual arm rests. Parking brake cover with warning light. Dual electric horns.

RATINGS AND BODY SIZES

MODELS	GVW		BONUS-LOAD BODY				REGULAR BODY		
	Std.	Max.	*6'-0"	6'-8"	7'-0"	8'-0"	6'-8"	7'-0"	8'-6"
908C	4,200	4,600		X			X		
1000C	4,200	5,000			X			X	
1100C	4,700	5,800	X	X		X	X		X
1200C	6,100	7,300	X		X	X		X	X
1300C	7,000	8,800	X						X
All-Wheel Drive									
1100C 4x4	5,600	5,600	X		X	X		X	X
1200C 4x4	7,000	7,400	X		X	X		X	X
1300C 4x4	10,000	10,000							X

*With Travelette 6-man cab only.

POWER TEAMS

MODELS	6-CYL. ENGINES		V-8 ENGINES				TRANSMISSIONS					
	BG-241 141-hp	BG-265 153-hp	V-266 155-hp	V-304 193-hp	V-304 LPG*	V-345 197-hp*	3-speed Synch	Hvy. Duty 3-speed	4-speed Synch	3-speed Auto*	5-speed Direct†	5-speed O'drive†
900C			Std.				Std.		Opt.			
1000C	Std.	Opt.	Opt.	Opt.		Opt.	Std.	Opt.	Opt.	Opt.		
1100C	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.
1200C	Std.	Opt.	Opt.	Opt.	Opt.	Opt.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.
1300C	Std.	Opt.	Opt.	Opt.	Opt.	Opt.		Std.	Opt.	Opt.	Opt.	Opt.
All-Wheel Drive												
1100C 4x4	Std.	Opt.	Opt.	Opt.		Opt.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.
1200C 4x4	Std.	Opt.	Opt.	Opt.		Opt.	Std.	Opt.	Opt.	Opt.	Opt.	Opt.
1300C 4x4	Std.	Opt.	Opt.	Opt.		Opt.		Std.	Opt.		Opt.	Opt.

*3-speed automatic transmission not available with 180-hp LPG or 197-hp V-8 engines.
†5-speed transmissions available only with 193-hp V-8 and 197-hp V-8 engines.

Personally yours... the pickups that pack up for any need

In selection of body sizes and styles, interiors and appointments, power teams and performance features, International pickups come through with flying colors.

They let you combine automotive luxury with hauling ability. They give you a truly personalized pickup that can take to the byways as well as the highways. Pickups that are designed to load easily, ride comfortably and run reliably over the years. And serviced by over 4,000 International dealers, branches and stores across the country.

All personally yours from International.

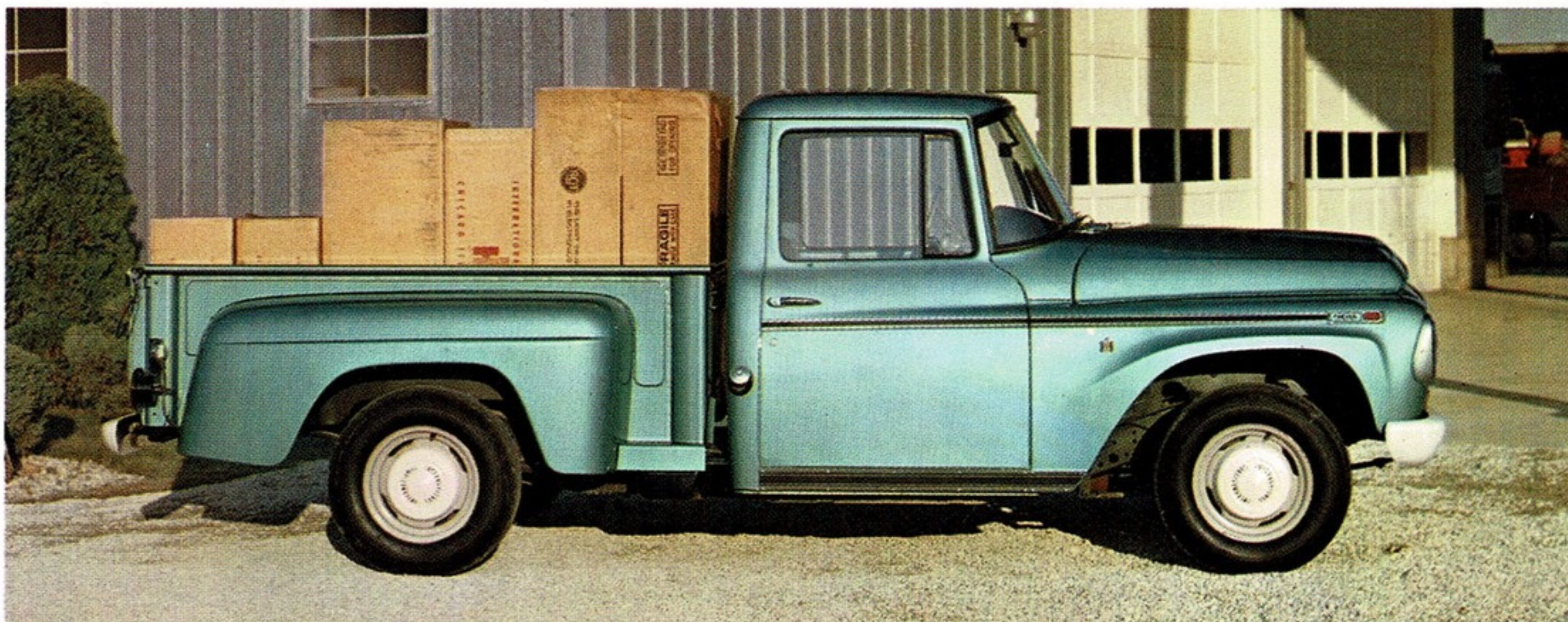
IH INTERNATIONAL HARVESTER COMPANY
CHICAGO, ILLINOIS

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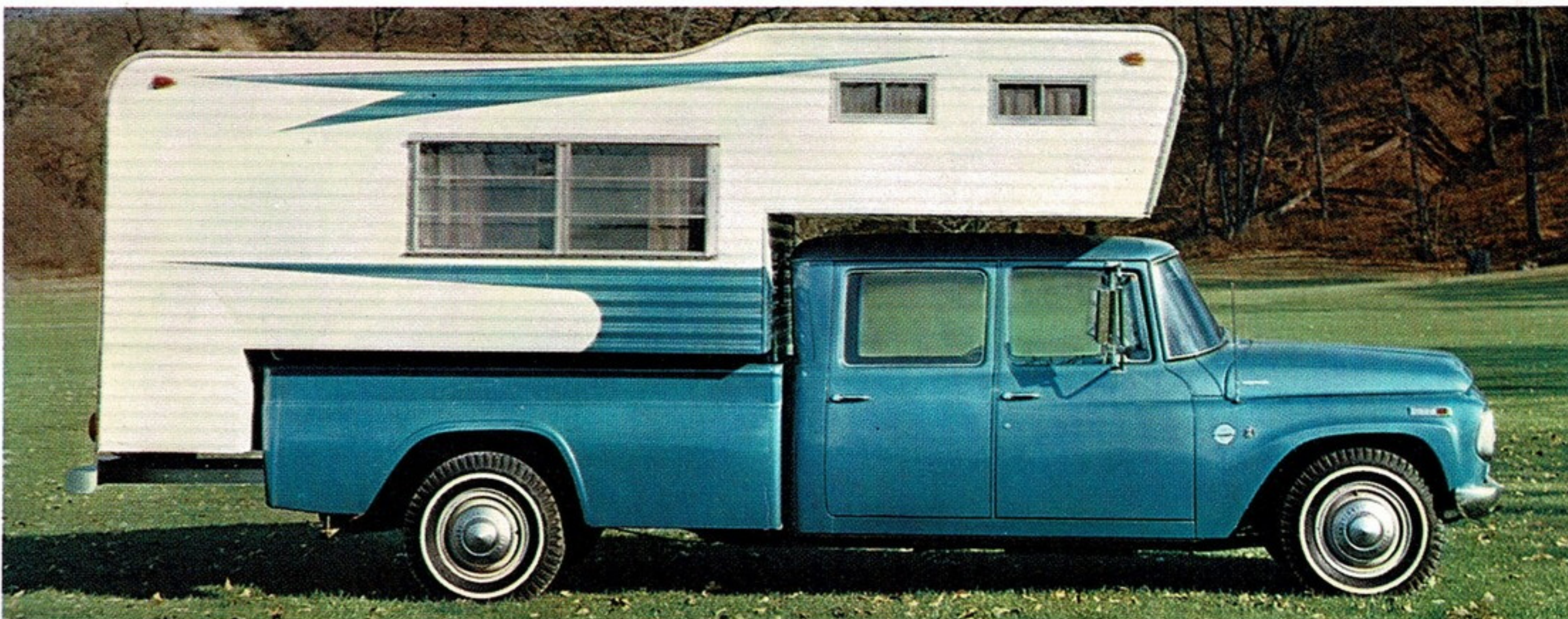
Illustrations may include optional equipment and accessories and may not include all standard equipment.



Bonus-Load bodies look sleek, sharp and carry more. Available in four sizes, up to 8 ft.



Regular bodies, in three sizes up to 8½ ft., offer an unobstructed interior.



Travelette six-man, four-door cab with 6-ft. or 8-ft. box. Ideal for camper inserts or work crews.